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AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer architecture for providing a bridge between tangible media and computer media, said computer architecture comprising:

a bridge server computer system including a database and a server control program; a portable client device, including a bridge control program and an input device, said portable client device adapted to receive and store at least one bridge codes code associated with a tangible media objects entered via the input device object, which was transmitted from a transmitter associated with the object; and

a communications channel coupling said bridge server computer system and said client device to download the previously stored bridge codes from the client device to the bridge server computer system;

whereby said server control program is operative
to query said database based on the received bridge codes,
to display a plurality of links to computer media ~~on a client computer system~~
~~that is different from said portable client device,~~ wherein the links correspond to the received bridge codes and,

upon activation of one of said plurality of links, to execute action commands in said database in correspondence to the bridge code associated with the activated link.

2. (Canceled)

3. (Previously Presented) A computer architecture as recited in claim 1, wherein the links are displayed on a Web page.

4. (Currently Amended) A computer architecture as recited in claim 1, wherein said portable client device communicates with ~~the~~ a client computer system via a local

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communications channel selectively coupling said client computer system to said portable client device, said input device being disposed in said portable client device and the bridge codes being uploaded from said portable client device to said client computer.

5. (Previously Presented) A computer architecture as recited in claim 1, wherein the action commands comprise instructions for displaying a Web page stored on one of said bridge server computer system or a separate content server coupled to said communications channel.

6. (Previously Presented) A computer architecture as recited in claim 1, wherein said portable client device is a wireless phone.

7. (Previously Presented) A computer architecture as recited in claim 4, wherein said local communications channel is an infrared communications channel.

8. (Previously Presented) A computer architecture as recited in claim 4, wherein said local communications channel is a radio frequency communications channel.

9. (Currently Amended) A computer architecture as recited in claim 4, wherein the action commands comprise instructions for downloading data to said client computer system from one of said bridge server computer system or another server coupled to said communications channel.

10. (Original) A computer architecture as recited in claim 9, wherein said data comprises a computer media copy of an article in the tangible media object.

11. (Original) A computer architecture as recited in claim 9, wherein said data comprises a computer media coupon related to products described in the tangible media object.

12. (Original) A computer architecture as recited in claim 9, wherein said data

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comprises a computer media copy of information related to an article in the tangible media object.

13. (Cancelled)

14. (Cancelled)

15. (Currently Amended) A computer architecture as recited in claim 1, wherein wherein one of the plurality of links is to a vendor Web site for facilitating purchase of a product described in the tangible media object.

16. (Previously Presented) A computer architecture as recited in claim 1, wherein said input device is a bar code reader adapted to read the bridge code in the form of bar codes.

17. (Previously Presented) A computer architecture as recited in claim 1, wherein said communications channel is a computer network.

18. (Original) A computer architecture as recited in claim 17, wherein said computer network is the Internet.

19. (Previously Presented) A computer architecture as recited in claim 4, wherein said client computer system comprises a wireless communication device.

20. (Previously Presented) A computer architecture as recited in claim 19, wherein said communications channel is a wireless communications network.

21. (Previously Presented) A computer architecture as recited in claim 19, wherein said communications channel is a computer network.

22. (Previously Presented) A computer architecture as recited in claim 21,

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wherein said computer network is the Internet.

23. (Previously Presented) A computer architecture as recited in claim 19, wherein said wireless communication device is a cellular phone.

24. (Previously Presented) A computer architecture as recited in claim 19, wherein said wireless communication device is a wireless digital phone.

25. (Previously Presented) A computer architecture as recited in claim 19, wherein said wireless communication device is a personal digital assistant having wireless communications capabilities.

26. (Previously Presented) A computer architecture as recited in claim 19, wherein said wireless communication device is a vehicle on-board computer.

27. (Previously Presented) A computer architecture as recited in claim 26, wherein said on-board computer comprises a navigational system.

28. (Previously Presented) A computer architecture as recited in claim 23, wherein said input device is a keypad.

29. (Previously Presented) A computer architecture as recited in claim 24, wherein said input device is a keypad.

30. (Previously Presented) A computer architecture as recited in claim 23, wherein said input device is an audio receiver.

31. (Previously Presented) A computer architecture as recited in claim 24, wherein said input device is an audio receiver.

Claim 32 (Canceled)

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33. (Currently Amended) A computer architecture as recited in claim 32 1,
wherein said transmitter device is a radio frequency transmitter.

34. (Currently Amended) A computer architecture as recited in claim 32 1,
wherein said transmitter device is an infrared transmitter.

35. (Previously Presented) A computer architecture as recited in claim 33,
wherein said input device is a radio frequency receiver.

36. (Previously Presented) A computer architecture as recited in claim 34,
wherein said input device is an infrared receiver.

37. (Currently Amended) A computer architecture as recited in claim 32 4,
wherein the action commands comprise instructions for displaying a Web page stored on one
of said bridge server computer system or a separate content server coupled to said
communications channel.

38. (Currently Amended) A computer architecture as recited in claim 32 4,
wherein the action commands comprise instructions for downloading data to said client
computer system from one of said bridge server computer system or another server coupled
to said communications channel.

39. (Previously Presented) A computer architecture as recited in claim 38,
wherein said data comprises a computer media copy of an article in the tangible media object.

40. (Original) A computer architecture as recited in claim 38, wherein said data
comprises a computer media coupon related to products described in the tangible media
object.

41. (Previously Presented) A computer architecture as recited in claim 38,
wherein said data comprises a computer media copy of information related to an article in the

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tangible media.

42. (Previously Presented) A computer architecture as recited in claim 38, wherein said data comprises geographic maps.

43. (Previously Presented) A computer architecture as recited in claim 38, wherein said data comprises navigational information.

44. (Previously Presented) A computer architecture as recited in claim 38, wherein said data comprises audio files to be communicated by a vehicle on-board computer.

45. (Currently Amended) A method for bridging tangible media and computer media, said method comprising the steps of:

creating a database of bridge codes and action commands corresponding to the bridge codes;

~~inputting a plurality of receiving in a portable client device at least one bridge codes code associated with a tangible media objects into a object, which was transmitted portable client device by a transmitter associated with the tangible media object, and storing the each received bridge codes code therein;~~

~~after the plurality of storing each received bridge codes code have been stored, communicating the plurality of each bridge codes code to a bridge server;~~

~~querying the database based on the plurality of each communicated bridge codes code;~~

~~displaying a plurality of links to at least one link to the computer media, each link corresponding to one of the plurality of communicated bridge codes code, on a client computer which is different from the portable client device; and~~

~~upon activation of a link, executing an action command stored in the database in correspondence to the bridge codes associated with the activated link.~~

46. (Currently Amended) A method as recited in claim 45, wherein the further comprising inputting step comprises uploading the bridge codes from the portable client

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device to a client computer over a local communications channel.

47. (Previously Presented) A method as recited in claim 45, wherein said action commands comprise instructions for displaying a Web page stored on one of the bridge server computer system or a separate content server.

48. (Currently Amended) A method as recited in claim 45, wherein said action commands comprise instructions for downloading data to the a client computer system from one of the bridge server computer system or another server.

49. (Previously Presented) A method as recited in claim 48, wherein hyper links to the data are stored on the bridge server.

50. (Original) A method as recited in claim 48, wherein the data comprises a computer media copy of an article in the tangible media object.

51. (Original) A method as recited in claim 48, wherein the data comprises a computer media coupon related to products described in the tangible media object.

52. (Original) A method as recited in claim 48, wherein the data comprises a computer media copy of information related to an article in the tangible media object.

53. (Original) A method as recited in claim 48, wherein the data comprises geographic maps.

54. (Original) A method as recited in claim 48, wherein the data comprises navigational information.

55. (Currently Amended) A method as recited in claim 48, wherein the data comprises audio files to be communicated by said a vehicle on-board computer.

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Claim 56 (Canceled)

57. (Previously Presented) A method as recited in claim 45, wherein the link is displayed on a Web page.

58. (Original) A method as recited in claim 57, wherein the link is to a vendor Web site for facilitating purchase of a product described in the tangible media object.

Claim 59 (Canceled)

60. (Original) A method as recited in claim 45, wherein said communicating step comprises communicating over a computer network.

Claims 61-63 (Canceled)

64. (Currently Amended) A method as recited in claim 45, wherein said inputting receiving step comprises reading the bridge code in the form of an infrared signal.

65. (Currently Amended) A method as recited in claim 45, wherein said inputting receiving step comprises reading the bridge code in the form of a radio frequency signal.

66. (Original) A method as recited in claim 45, wherein said communicating step comprises communicating over a wireless network.

67. (Original) A method as recited in claim 60, wherein the computer network is the Internet.

68. (New) A computer architecture as recited in claim 1, wherein the action commands comprise instructions for downloading data to said portable client device from one of said bridge server computer system or another server coupled to said communications channel.

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69. (New) A method as recited in claim 45, wherein said action commands comprise instructions for downloading data to the portable client device from one of the bridge server computer system or another server.

70. (New) A method as recited in claim 69, wherein the data comprises a computer media copy of an article in the tangible media object.

71. (New) A method as recited in claim 69, wherein the data comprises a computer media coupon related to products described in the tangible media object.

72. (New) A method as recited in claim 69, wherein the data comprises a computer media copy of information related to an article in the tangible media object.

73. (New) A method as recited in claim 69, wherein the data comprises geographic maps.

74. (New) A method as recited in claim 69, wherein the data comprises navigational information.

75. (New) A method as recited in claim 69, wherein the data comprises audio files to be communicated by a vehicle on-board computer.

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